

# Sponsorship Reporting Framework

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As noted in the 2025-26 Sponsorship Policy, the objectives of Ginninderry's Sponsorship Grant is to:

- Contribute to and support the community in which we operate to build social capital within West Belconnen and adjacent areas
- Encourage development of local sporting, arts and other community groups as a way of increasing social cohesion
- Pursue opportunities for industry partnerships that will facilitate innovation
- Provide opportunities to achieve and highlight the project's environmental and sustainability aims

As such, the below outlines a Reporting Framework that Ginninderry requires at the conclusion of the Sponsorship period.

a) Meeting Sponsorship Commitments

- How the initiative met Ginninderry's Sponsorship Objectives
- Example of how the specific commitments within the Sponsorship Approval Letter was achieved

b) Social Impact

- Describe how Ginninderry's funding directly and indirectly impacted the local community

c) Brand Impact

– Digital

» Reach and engagement (social media, website, email, media releases, etc.). For example:

- (1) Social Media: post
- (2) Website: views where Ginninderry logo is seen
- (3) Media Release: link(s) to online articles
- (4) Email: database, open rate, click-through-rate

– Physical

» Reach and engagement (events, newspaper articles, etc.). For example:

- (1) Event: how many people attended where Ginninderry branding was present
- (2) Newspaper: clippings of print articles
- (3) Distribution of branded products



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